



T H E

NEW

FILLMORE

Volume 1

Number 8

December 1986



--Philip Kaake



- ▶ Camping Out at the Mansion
- ▶ The Sober Side of the Holidays
- ▶ Enchanted Love Game

You may have thought that
all roads lead to Mecca...



but in S.F. all roads
lead to Browser Books,
the No. 1 rated bookseller
in the Bay Area and its
new Turkish Kilim Gallery.

BOOKS
&
RUGS

An uncommonly good combination.

Browser Books/ Anatolia West
2239 Fillmore St. S.F. 567-8027

**Collecting
Flamingos?**

Shower curtains
and
porcelain accessories.
Free gift wrapping.

LECOMFORT
BATH ACCESSORIES

2105 Fillmore St., San Francisco, 415/922-2929

INSIGHT THE FILLMORE

by Anne Coffelt



WHAT DOES THE HOLIDAY SEASON & CHRISTMAS MEAN TO YOU?

To all of you in the New Fillmore and to loved ones everywhere,
Merry Christmas, Happy Hanukkah, Feliz Navidad, Joyeux Noel, &
in Anglicized Japanese, Christmas O Me De To. Go Za I Ma su!



**Leonard Priestly
Deneane Jones
Barbara Wesson
Will Lassiter**

(All are members of the Special Police Officers' Association group,
It's a Family Affair, a community project planning to establish a
multi-cultural performing arts center at the site of the old Playland at
the Beach and either live in the Fillmore or nearby.)

(L-R) **Leonard** "Christmas is a family affair. It means peace and
everybody coming together." **Deneane** "Christmas means
wonderful aromas, different attitudes and camaraderie among
people. It means sharing and caring." **Barbara** "Christmas
means family and getting together with all of your friends, and
extended family. Christmas means playing Santa Claus." **Will** "Christmas
means making the kiddies happy and paying for it later.
I've got three kids, *too many*, and they all believe in Santa Claus,
even the 18 year old."



Gina Corsini

Assistant to the Chief Financial
Officer, Landor Associates
Resident: Divisadero at California

"Christmas means family, joy and good times. It means being next to
a warm fire and decorating the tree and seeing kids get their picture
taken on Santa's lap. You look at Christmas and it forces you to see
who is there to be with you, you pick those people that make you
the happiest and you spend that season with them and you
remember them. Christmas means happiness to me."

Harry Denton

Proprietor
Harry's on Fillmore



"Christmas is a joy.

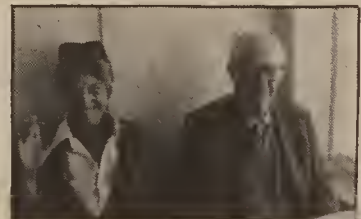
I have a Christmas spirit
that I was raised with and born with and I love. To me, it's giving and
frolicking. Here at the bar, I'll have decorations and sing -a -longs,
Christmas carols and all that. We'll have jovial times making every
one happy. A bar can be very happy or very sad for someone at
Christmas time. **Harry's** will be very happy! I do love Christmas,
I do, I do, I do..."

Beth Nowlen

Writer,
Resident: The Fillmore
and Yelapa, Mexico

Hilton Nowlen

Retired ; Resident: Orinda
(Father and daughter)



Beth "Presents! and more presents and wonderful stuff to eat and
eggnog and promising myself I wouldn't cry on Christmas Eve and
then crying and promising myself that I wouldn't stay up all night
making things for Christmas stockings and then staying up all night."

Hilton "Memories of Christmases gone by with stockings full and
children having happy times. Memories of when I was one of those
kids. This will be about my first Christmas without my wife
Lucile, but we have children, grandchildren and great-grandchildren
and Christmas means so much to them."



Tim Hannon

Attorney at Law
Resident: Santa Rosa
(Teaches locally)

"Christmas is the one time of year when the majority of people stop
being selfish, mean-spirited and down right rotten and instead act
human toward one another. It's a unique and wonderful time of year
for that reason."

Major 8 Plex Movie Theater Opens in Japantown

Six of eight new theaters, representing a total capacity of over 2,000 seats are scheduled to open today, December 5, at the sight of the old Kabuki Theater in Japantown. Dubbed the Kabuki 8 Theatres, they are destined to have a major impact on The New Fillmore area in terms of both bringing in more people from outside the area, and in providing major first run movie and theatrical entertainment in walking distance for many New Fillmore residents.

Kabuki 8's management, American Multi-Cinema Corporation, a national theater chain which has over 1000 screens to its credit, is determined to make the impact of outsiders coming into the neighborhood as positive as

possible. They are offering free validated parking to all movie goers in the two Japantown garages which are vastly under-utilized at night, thereby hopefully eliminating the need for any street parking. Japantown merchants are apparently in the main also pleased and impressed with AMC's operation, and hopeful that the new 8 plex theater in their midst will bring in more business.

The eight theaters are on three floors, the largest of the eight an 800 seat theater which by itself represents 40 percent of the seating capacity of the total operation. Another four theaters have seating capacity in the 250 to 300 seat range, one is 150 to 200, and the remaining two, which open on December 19, are 150-200 seats. The 800 seat theater also has a large stage which extends out 35 feet from the proscenium, and is fully equipped with theatrical lighting for legitimate theater or

concerts, and will be made available to Japantown community groups 20 days a year for cultural events such as the Cherry Blossom Festival.

The 80,000 plus square foot complex is estimated to have cost AMC 15 million dollars.

AMC in following its general pricing policy, has set its tickets slightly below market, offering adult seats at \$5.75 and seats for children 12 and under at \$2.75. A big hit, however, is probably going to be AMC's special version of the bargain matinee "Twi-Lite Special." From 5 to 6 pm, seven days a week anybody any age can buy any ticket to any movie for just \$2.75.

The six movies scheduled to open today are "Heartbreak Ridge" "Malcom," "Ran," "The Lightship," "Men," and "Mona Lisa."

Fillmore Crime Victim Strikes Back to Organize Neighborhood SAFE Project

On Saturday, October 18, at 7:30 PM, Bush Street resident, Eva Anderson was attacked and beaten while walking to her car parked only five houses away from her own. Her screams attracted a number of neighbors to rush out from their homes and assist her. One man even raced after the assailant, but was unable to catch him. Rhonda Abrams, realizing that Anderson was both injured and in a state of shock, convinced her to come inside her apartment and call the Police. When the Police arrived and were writing the crime report, one of the officers handed Ms. Anderson an informational card from SAFE, a non-profit community crime prevention program.

Interested in what the SAFE program was about, and impressed by the response and assistance offered by her neighbors following the attack, Anderson contacted SAFE representatives and became informed of the benefits of living in an area practicing a community safety awareness program. She then decided to form a neighborhood SAFE program for the 2100 block of Bush between Fillmore and Webster, (the SAFE program focuses community efforts block by block.)

Anderson then publicized her intentions to form a SAFE group by writing a personal letter describing her experience, making copies and distributing it along with a SAFE flyer, up and down the block, inviting neighbors to attend a meeting at her home on November 18.

The first meeting drew about a dozen concerned neighbors who spent several hours discussing ways in which they could work together to more effectively deter crime and protect each other.

As Rhonda Abrams pointed out, "It makes you feel safer, if you know your neighbors are there to help you. She also applauded Mrs. Anderson's efforts; "It is incredibly admirable that she took a negative personal experience and turned it into a positive community experience."

The next meeting is scheduled in December and interested residents of the 2100 block of Bush can contact the neighborhood SAFE program at 673-SAFE.

Wells Fargo Branch gets a new manager, and new parking policy

After years of being plagued by poor management and worse customer attitude, the Wells Fargo branch here at the corner of Fillmore and California finally has a new manager, and one who is determined to turn the branch around, and hopefully get back at least some of the business lost over the years through neglect and customer indifference.

Rosabella Safont, a Wells Fargo employee for the last 21 years, who has a smile so spontaneous she was barely able to suppress it for the obligatory banker-like photo accompanying this article, is bent on infusing a good attitude in the branch employees, some of whom have even been seen to be smiling themselves recently. But it isn't all just smiles and "have a nice day." Rosabella is out to fix gripes.

Gripe Numero Uno for most has been the laissez-faire policy of the previous branch management to allow branch employees to park in front and along side the bank in metered parking spaces and send out crews with dimes every hour to feed the meters all day long, taking up spaces needed by bank customers to park. Rosabella's policy: no employees may park in front of the bank. While the bank's legal and personnel departments have told her she can't enforce this policy through termination, if an employee does continue to park in front of the bank she can give them an unfavorable review and it can



New Wells Fargo branch manager Rosabella Safont.

effect whether or not they will get a raise. The fact of the matter is that through this she has put an almost complete stop to the practice.

Rosabella comes to the branch from the West Portal branch, where she was manager of customer service, and where, because of customer-oriented attitudes the branch led it's eight competitors in deposits, despite the fact it was paying less interest than anyone else.

THE NEW FILLMORE

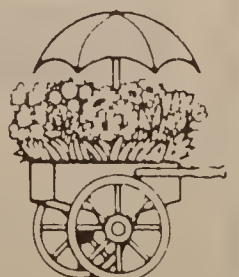
The New Fillmore is published monthly from Box 343, 2443 Fillmore Street, San Francisco, CA 94115. Tel. 931-0515 (You should see the size of the box!) David Ish, Editor and Publisher, Ginny Lindsay, Art Director, Carol Tolbert, Production Supervisor. We warmly welcome letters to the editor, articles, fiction, poetry and notions. All submissions, whether real or imagined, must be either about something happening in the neighborhood (or at least partially set in the neighborhood if it's fiction) or written by someone living here.

FLOWERS FOR CHRISTMAS? What a GREAT idea!

OPEN HOUSE NOV THRU DEC - 10% OFF ALL POINSETTIAS WITH THIS AD

And at Gilmour's we don't just have flowers. Choose from Holiday wreaths, Christmas swags, and designer trimmed trees that look good enough to eat. We've got Victorian Christmas dolls, breath-taking seasonal arrangements, and the best Poinsettias in town! For the crew at Gilmour's, Christmas isn't just a time of year, it's a way of life!

Gilmour's
An Affair with Flowers



1909 Fillmore Street (btwn Bush/Pine) 346-8787 Over 50 Years in San Francisco!



Crime Watch

by Officer
B. Vigil
(Northern
Station.)

During the month of November, in the areas of our neighborhood covered by both Northern and Park Stations, there were a total of 347 crimes: no homicides, one rape, 13 robberies, 24 assaults, 51 burglaries, 140 miscellaneous crimes, and 118 thefts, including 23 auto thefts

Five of the reported robberies occurred between 8:00 p.m. and midnight. Some of the more serious crimes in our neighborhood

during the month of November included the following:

Robbery/Gun Simulated:

At 3:00 a.m. on the morning of November 15, a man returned home to his apartment building at 2202 California. He was approached by another man who grabbed the victim and told him he would be killed if he did not give up his wallet and money. The suspect fled with the victim's wallet and \$45 in cash.

Attempted Rape:

Two women were walking through Lafayette Park at 9:00 p.m. on November 22nd, when two men approached them. One man knocked one of the women to the ground. The other man chased the other woman, who ran from the park and screamed for help. Some people came to her aid and called the police. A taxi driver went into the park to assist the

other woman, but by that time both suspects had fled.

Robbery/Pursesnatch:

On November 23rd, at approximately 10:00 p.m., a woman was walking east on Bush Street near Laguna when two young men approached her and said, "Hi." When the woman returned the salutation, one of the suspects struck her in the chest with his forearm, while the other young man grabbed her purse. Both suspects fled with her purse, including \$10, and miscellaneous items.

Front Door Safety:

Never automatically open your front door. Make sure you know your caller's identity before admitting anyone.

If the person at your door is a stranger, ask for identification to be passed under the door. If the person can't or won't do this, do not open your door for them.

It is a good idea to have a wide angle peep hole in your door, so you can see a caller's identity without opening your door. These are especially important for apartment building safety.

Grow your business!
Advertise in
The New Fillmore.
Call 931-0515.
Act today!

藤原
Reiko
JAPANESE
ANTIQUES



Give a Christmas gift from
the mysterious orient.

722 BUSH STREET
SAN FRANCISCO
415-398-2641



The Crane and Turtle

· fine · folk ·

Arts of Japan

Monday through Saturday
And by Appointment (415) 567-7383

2550 California Street
San Francisco, CA 94115

Designer Service

D. Edwin Smalle Jr., A.S.I.D.

THE WASH PALACE

- wash, dry, & fold
- finished laundry
- dry cleaning

20% off

wash, dry, and fold with this ad
(limit one load per customer)

Mon-Fri 7:30-7:00
2056 Fillmore

Sat. 7:30-6:00
922-4093

San Francisco's Oldest Stereo Store...Since 1954

the Listening Post, Inc.

921-7767 SALES • 921-7768 Audio/Video Service

2238 Fillmore
Between Clay & Sacramento
(Look for the
Purple Storefront)

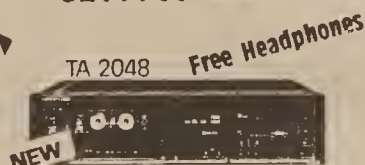
ONE
WEEK
ONLY
**Pre-Christmas
SALE**
LOWEST PRICES
ANYWHERE

ONE WEEK
ONLY!

Free Headphones



ONKYO Integra
RECEIVER
Wireless
Remote with
Sound Progression
TX88 **578⁰⁰**



NEW
ONKYO Integra
CASSETTE
DECK
• 3 Head • 3 Motor **328⁰⁰**

Free
Head
Phone
PRO 100
A \$45.⁰⁰ VALUE



NEW
ONKYO Integra
COMPACT DISC PLAYER
with Opto-Coupling
DX 320 **539⁰⁰**



NEW
ONKYO DX 120
COMPACT DISC PLAYER
Random
Access
Memory **255⁰⁰**

ONKYO. ONKYO. ONKYO. ONKYO.

**Rush
Cutters**



for the serious and
not-so-serious cook

2505 Sacramento Street
922-5100

Open 7 days a week

A look at the soberer side of the holidays

Hypothetically, the Christmas season is a joyful time of year, but the holidays are also known to be a stressful time for many people. Particularly if you're sick and in the hospital, or have a drinking problem and want to stay on the wagon when everybody and his brother seems determined to stay off it.

"People don't want to be in the hospital during Christmas," Lolma Olson, Patient Services Coordinator at Pacific Presbyterian Hospital states flatly. "We'll have mostly emergency patients and people who are really sick here during the holidays."

"The holiday season is the worst time of the year for the alcoholic and his or her family," says Dr. Stephen Karpman of the Alcoholic-Coalcoholic Treatment Center at 3527 Sacramento Street.

What is it like to handle a load of stress like this during the holidays, instead of a load of happiness? And what kind of support is available for people for whom the holidays are something to get through, rather than enjoy? We wanted to find out how some local organizations like the hospital and the treatment center help people deal with the holidays when they represent a stressful, rather than a joyful period.

If a hospital stay on Christmas Day is unavoidable, you will be well-advised to find an understanding and pleasant caretaker like Ann Johnson. Johnson, a Registered Nurse at Pacific Presbyterian actually looks forward to caring for her patients during the holidays. "I don't mind being here on Christmas Day at all," said Johnson, "It's really quiet, there are decorations and caroling, and we have a really good meal."

Johnson works in the hospital's experimental Planetree Model Hospital Unit, a plush (by traditional hospital standards) 13-bed ward that provides patients with home-like surroundings and an opportunity to be an active participant in every aspect of their treatment.



First Night, San Francisco's first non-alcoholic, family-oriented New Year's Eve celebration will offer over 100 performances at over 40 different locations. Fillmore Street will be on the First Night map, with a special presentation at Calvary Presbyterian Church, and window front performances at Fillmore and The Beauty Store. In this photo, the festival staff and some of the mimes and entertainers who will be whooping it up sans alcohol on New Year's Eve practice a holiday cheer.



Pacific Presbyterian staff try to make patients like Matt as comfortable and happy as possible about a holiday stay in the hospital. Soda pop and potato chips help ease the pain of Matt's monthly trip to the hospital for chemotherapy treatments.

"If you're sick, you're better off in the hospital, and people know that," said Johnson, "but it's their life, their body and their health. In this ward they have a bigger part in their care." "The tenor here is not depressing," she added, pointing out the ward's comfortable family room with a color TV, VCR, sofa, bed, flowers, books, video cassettes, and adjoining kitchenette. The stress induced by one's medical problems could easily be assuaged in this soothing environment.

Olson agrees that spending the holidays in the hospital need not be a completely devastating experience. "A lot of the patients are happy to be here on Christmas," she said. "They get a lot of attention."

Olson explains that the nurses try to make the day as nice as possible, while the chaplain and administrators make rounds, a special Christmas dinner is served, and the staff forms a carol group to serenade the patients. "A number of Christmas-time patients have relatives and friends who come to see them," said Olson, "but many of them don't. We try to make a special effort for them."

Olson has been with Pacific Presbyterian for one and one-half years and describes her job as "the patient advocate." Except for critical care cases, she visits each person who is admitted to the hospital (sometimes as many as 50 a day) and responds to any complaints or problems they may have.

Typical problems concern room size and roommate compatibility. "I don't get complaints about food," said Olson, "the food is very good here. And I'm not constantly running around putting out fires, which is what my counterparts at other hospitals talk about when we get together."

Olson credits the scarcity of complaints to the fact that the staff likes what they do and are

genuinely concerned about the patients. "We recognize that the patients lose control when they come in here. We take their clothes. We put their valuables in the safe. We tell them when to take medicine. And there is a lot of waiting for tests. All of a sudden, this is their home."

Homesick holiday patients will get some taste of the Christmas spirit as the hospital is decked out with the traditional Christmas trees, wreaths, and other festive ornaments. The Pediatric ward gets special treatment, with giant candy canes and stuffed animals, from Doug Vennell, the Director of Recreation Therapy and his staff. Patients, their visitors and staff who wish to add to the festive look can check out the hospital gift shop in the main lobby.

One of the positive things about being a patient in the hospital is that you are being taken care of by trained professionals who keep you away from harm. People who are not in the hospital, but who are coping with a disease such as alcoholism, find that the holiday season presents one temptation after another.

To make it through this party-filled, stressful time, Dr. Karpman suggests that the alcoholic should attend AA meetings, and get as much support as possible from family and friends.

Because this is such a critical time of year for people with alcohol-related problems, the Institute is holding a special workshop, "The Alcoholic Family Games," on Saturday and Sunday, December 6 and 7. The workshop is open to the public, and those interested in attending may reach Dr. Karpman at 922-6220.

The title of the workshop refers to the fact that the alcoholic and the people around him or her

Continued on page 12

Satisfy Your Desire for a More Fulfilling Personal and Professional Life.

Overcome the psychological difficulties that can block your attainment of deeper levels of personal relationship and higher levels of professional achievement.

Rachelle Goodfriend, M.A.

MFCC License MF021433

Psychotherapy for Individuals and Couples

885-4991

Legal Services

- Wills and Trusts
- Probate
- Taxes
- Business
- Bankruptcy

Free telephone consultation

Barbara A. Tetzlaff

Attorney-at-law

929-7338

2229 Divisadero Street

Blue Cross Blue Shield

IMMEDIATE COVERAGE

Kleinman Insurance Service
Authorized Agent
Health Plans Our Specialty

931-1957

3436 Clay Street, Suite 3, San Francisco

Creative Secretarial Services

- Word processing
- Proposals
- Resumes
- Tape transcription
- Legal

Shirley Norman Associates
3093 Sacramento St.
San Francisco, CA 94115
563-3270

QUALITY 39 MIN PHOTOFINISHING

10% OFF
WITH
MENTION
OF THIS
AD



Express Photo Service



2122 Fillmore St.
(near California)
San Francisco 94115
931-1969



CAKES • TORTES • PETIT FOURS
catering elegant desserts

the
dessert
tray

931-7395

Postal and Business Services
MAIL BOXES ETC. USA

\$1 OFF
ANY **ups** SHIPMENT

WE SHIP
UPS AND FEDERAL EXPRESS
2443 FILLMORE ST. 922-6245
coupon expires
Limit One Coupon Per Customer

Postal and Business Services
MAIL BOXES ETC. USA

Desktop Publishing Classes

For the Macintosh™, at
H. S. Dakin Company
3220 Sacramento Street
San Francisco, CA 94115
(415) 923-1171

Introduction to the Mac™
January 5 & 7, 7-10 pm, \$60
January 6 & 8, 7-10 pm, \$60
January 13 & 15, 7-10 pm, \$60

PageMaker™ \$120 (12 hours)
January 19, 21, 26 & 28, 7-10 pm

Excel™
January 12 & 14, 7-10 pm, \$90

Classes also available in MacPaint™, Mac-Draw™, Microsoft Word™, desk accessories, communications and other programs.
Enrollment limited to 8 students per class.

New Fillmore Street Scenes

Neighborhood artist Bill Shields, who teaches at the California Academy of Art recently took his class to Fillmore Street to practice their drawing. This rendering of the Chestnut Cafe sign and environs was done by student Taylor Bruce.

Special Parties for Children

We help make the kind of parties your child dreams about. Birthdays, holidays, bon voyage, graduation, or any special occasion. Call (415) 221-0388



Purple Wagon



Tender Loving Care
PET SITTING
563-3505



DOG WALKING.FLEA BATHS



SPECTRUM

exotic birds
(415) 922-7113

• 2011 fillmore st., san francisco 94115 •

Pine Street French Laundry

SHIRTS - SAME DAY SERVICE
-NO EXTRA CHARGE-
ONE STOP-WE DO IT ALL-
FULL LAUNDRY AND
DRY CLEANING SERVICE

2325 PINE STREET
921-6023

Hours: Monday -- Friday 7:30-6 pm
Saturday 9:00- 5pm

Local couple makes good at the game of love

Six years ago, even before the Jonases knew they would live on Laguna Street, they began something that would bring them closer together, into business, and then into prosperity. They had a fight. As many couples do, they had a rip-roarer — he left on business, she couldn't wait for him to leave. As many couples don't, she wanted them to forget all that and have an intimate evening upon his return — so she created a loving game (just for them) designed to reinforce the specialness.

"Anger," says Michael, "is where all the best creative juices flow from."

Barbara's note on the door to Michael said, "Meet me in the living room at 8 o'clock." The fireplace crackled with heat, champagne was chilled and tempting foods were ready. Barbara's play on the fame of love consisted of colored index cards, two dice and movers and a large board with something like a castle at the finish. "The drawing was crude," Barbara laughs, "but instead of talking about the disagreement, my game brought us towards each other with fun and intimacy — the cards had us touch and tell each other what we loved best: 'Kiss your partner where he/she doesn't expect it' and 'In what way has your relationship grown moresatisfying.' The 'game' kept going all night."

Over the years, Barbara and Michael often did things for each other like this, but she felt they were private and not for the outside world. This game, however, had brought such closeness with a simple idea that they couldn't seem to forget it. Three months later, Michael said "Let's share it!" Giving the cards a more general meaning, they gave a set to Barbara's brother. He played it, raved about it and said "Why don't you add these questions." Soon the Jonases were giving it to friends, all kinds of couples — from newlyweds, to living-together couples, to older, younger — as many different types of people possible. They had created a great idea.

How do you take an idea that works for a few people and turn it into a successful product? Their game, titled, "An Enchanted Evening," was one among hundreds thought up each year by individuals across the country. If you're not Parker Brothers, how can someone take a concept, create a product and get it in the stores? "That's where most games die," says Michael, "right on the shelves — because people scrape together enough money to get the game made with 5,000 pieces being about the minimum for getting a production cost break, and then expect the game to sell. This business is more about marketing and follow-through than it is about having a great idea."

"An Enchanted Evening" has been on the market for the last four years, selling over 100,000 sets in about 650 stores across the country. At a cost of about \$20 a game, it can be stated that this game has become a success. There is much more than luck lying behind these figures — the Jonases brought experience too, and sought expertise for their product. Barbara had been operating a marketing and public relations enterprise in Phoenix, Arizona at the time she created her game. Michael had been an attorney for a number of years and had left to go into business with her. When they moved to San Francisco, he took a job as Promotions Director of Wells Fargo Bank, she expanded the telemarketing aspect of the company and began in-depth research for financing, producing and marketing "An Enchanted Evening." What's the hidden factor in the game's selling success? It's the highly emotional response people have to playing it. The box is designed with romantic graphics—two illustrated peacocks, flowers and feathers. There is not an "ideal couple" pictured — no young or old, racially or sexually



What started as a spat between Barbara and Michael Jonas a few years ago made up into a game they dubbed "An Enchanted Evening," which has now sold over a 100,000 sets. The couple, who live on Laguna Street, have been heaped with letters of praise from other pairs who have played the game for the new or renewed sense of intimacy it has put in their relationships. The game is available at Browser Books.

perfect type. The cards and board are there more as a catalyst for a romantic evening, than as the object for the game itself. At the start of the game, each person writes on a blank wish card something he or she would like the other person to do. The first person to get all the way around the board "wins" and gets to have his or her wish fulfilled.

But the fun is in the playing — the die will only roll a one or a two, so players will have plenty of time to express their feelings in verbal and physical ways. Special game instructions call for a fireplace if possible, candles, champagne and soft music, so be prepared before the game begins. "This game is about setting aside private time for the two of you — it is a very intense evening," Barbara emphasizes, "couples need time to play, for laughter and romance: We get so busy with day-to-day routines that often we forget about a little private togetherness."

The game can go anywhere, and most people find the fun is in the anticipation, as well. One man told his wife to get a babysitter, rented a sportscar to pick her up in, and drove to a top-star hotel. He had the game and champagne waiting as their anniversary gift. One mother gave a wrapped game and a weekend at Yosemite for two, to a daughter who had just "come out" and told her she was gay. "I loved her and accepted it, but didn't know how to express myself," said the mother, "when my daughter came home she hugged me and said, 'You just couldn't have said it any nicer, Mom.'"

"We have literally thousands of letters," say the Jonases, "from people who have played the game and felt moved to send us personal revelations — one of the reasons the game sells so well is that it's talked about from one person to the next, or handed down from the parents to a married daughter or son."

"I know it sounds schmaltzy, but it's nice to be manufacturing something that brings people closer, that can be shared. Out of thousands of responses, we can only remember getting one complaint — someone sent the game back because he said peacocks bring bad luck."

ANATOMY OF THE BUSINESS OF LOVE

A couple has a romantic idea and suddenly it's in 650 stores. That's the fantasy, say the Jonases, the reality of marketing a game of love is much like the growth of a relationship — it takes dedication, persistence and faith that there's something there. After that, it takes day-to-day steps towards a goal.

The growth of their game coincided with the growth of their present company, The Marketing Resource Group, which moves to Mission and Montgomery Street this month. Research and development of the game caused the simultaneous evolving of their marketing research firm because, "Everything we did for the game we do for our other clients — market research, planning and development, outbound and inbound telemarketing, direct mail services and customer evaluations — it not only sells the game but becomes a marvelous testing ground."

The interesting process of idea to finished product and follow-up is an arduous one. Here, for *The New Fillmore*, the Jonases outline their pitfalls and pleasures in pursuing the business of becoming entrepreneurs.

NF: Once you decided to sell the game, where did the initial money come from?

B/MJ: Friends and relatives loved the game and wanted to invest, but we felt if we could

Continued on page 21



Norway — Paradise on Ice

Some time ago, I had the good fortune to spend many weeks exploring Norway, a skier's paradise totally unspoiled by the scars and strains of the more industrialized countries to the south. A vacation in Norway opens your eyes to Nature. Silent forests stand guard between ice-blue fjords and towering mountains. Everything is monumental in scale and all of it comes wrapped in the whiteness of deep untrodden snow.

You don't have to ski to enjoy Norway, but it certainly helps. The Norwegians strap on skis as easily as we buckle up the seat belts in our cars. One of the sights of Oslo, Norway's capital, is the

Holmenkollen ski-jump which is the oldest in the world and has played host to numerous Olympic games. As soon as toddlers learn to walk, Norwegian parents put them on skis. Oslo's beautiful Frogner Park is an excellent place to watch newly-mobile children careening through the snow under proud parental eyes. Their antics form the perfect counterpoint to the graceful yet powerful statues of Gustav Vigeland, which line the snow-covered walkways of the park and depict the human life cycle in massive forms of bronze and stone.

On weekends, the people of Oslo rush out of the city to — you guessed it — go skiing. Many own

winter cottages which they call "huts". The name aptly describes these rustic vacation homes, equipped with a pot-bellied stove for warmth, and not much else in the way of furniture. But who needs interior luxury, when you can step out the door of your hut and ski away on a glistening white carpet into the beauty and solitude of the Norwegian landscape?

The highlight of my trip was living for several weeks in the village of Dagali, located between Oslo and Bergen. The only way to reach this isolated area is by train. The four-hour ride from Oslo passes through the popular ski resort of Geilo. The trains are packed with cheerful, colorful skiers. Most are bound for Geilo to test their athletic skill on the downhill runs and slaloms, and socialize in the discos and hotels at night. A few travelers continue on to the mountain village of Dagali (thirty minutes south of Geilo by car).

Dagali is a one-street village of 500 people where most of the traffic glides on skis. As in small towns the world over, everybody knows everybody else. Commerce in Dagali consists of two businesses — the lumber mill and the ski lodge. All phone calls for the village are handled by a single operator who has plenty of time to weave brightly-colored wall hangings on her loom when the switchboard is slow.

What Dagali lacks in variety of accommodations, it makes up in atmosphere. The only ski lodge in the village is constructed around an 18th century building featuring thick log walls, decorative painting in Norway's traditional rosemaling motif and doorways only five feet high. From the lodge, you walk across the street, strap on skis and take off on a cross-country adventure. My favorite trail twisted through the woods along a frozen river and led

to an ice-locked lake in the wilderness. Hearty souls who reach the end of the trail discover a hut with a logbook which they can sign to leave evidence of their accomplishment.

There are no ski-lifts in Dagali, but if downhill is your sport, you can climb one of the surrounding mountains, carrying your skis on your shoulders and side-stepping slowly up the slopes. It's not easy, but when I puffed up to a vantage point above the timber line of a nearby mountain, I was rewarded with an awesome vista. Snow-sculpted peaks rose all around me, silent, stark and magnificent. Alone in the grandeur and the pristine whiteness, I felt the kind of chill that has nothing at all to do with being cold.

After the hard climb up, I dug into my pack for a lunch of sandwiches and hot glogg (don't leave the lodge without it). Then it was time for a taste of Scandinavian heaven — skiing effortlessly down the mountain over moguls and through the peaceful forests on the unbroken snow.

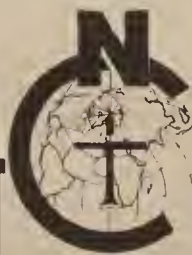
During my descent, I crossed the path of a young man, balancing on his skis while consulting a map. I stopped to chat and discovered that he and friends had spent the last two weeks (his holiday from an office job in the capital) skiing all the way from Oslo to Dagali, covering hundreds of mountainous miles and spending his nights in snow-caves that he hacked out of the wilderness.

Personally, I prefer a feather bed, a down comforter and a snifter of glogg at night. But the wonderful thing about Norway is that it can give you all the creature comforts you want, while still putting you in intimate contact with untamed nature and the mysterious silence of eternal snow.

Grow your Business!

Advertise in the New Fillmore!

Call 931-0515



NEW CENTURY TRAVEL CENTER, INC.

Specializing in international and domestic tour packages.

- Discounts, lowest airfares
- World wide hotel reservations
- Passport and visa applications
- Car rentals

NEW CENTURY TRAVEL CENTER, INC.
1730 Fillmore St., San Francisco, CA 94115
(415) 922-6668 (415) 922-6688

Pacific Heights TRAVEL SERVICE INCORPORATED

HAPPY HOLIDAY

PACIFIC TRAVEL SERVICE INC.

Join us for our Annual Mub of Swedish Glogg
December 17, 18, 19, 22, 23
Noon - 4PM
2241 Fillmore St
931-8000

ASTA
Member
American Society of Travel Agents

An exotic Mansion (Hotel) right in our own back yard

"I had told him to meet me at 2220 Sacramento Street... to come dressed for dinner and not expect to go home. As I sat waiting in the ornate French bedroom, I found myself humming the classic riddle song, 'I gave my love a cherry... that had no stone... I gave my love a ring...' Tonight my love would get a riddle — a night in an elegant Victorian, a night in a battered dowager long past her prime but holding up beautifully — a house split between elegance and sublime ridiculousness."

It is seven o'clock on a Saturday night, and The Mansion's front parlor room is almost filled to capacity. Three grey-haired couples are trying to squeeze their chairs around a small Victorian table, the couple next-table-over is trying hard to ignore everyone in order to concentrate fully on each other's eyes. Waiters bustle between it all to deliver champagne or aperitifs, waiting to extract dinner orders now before the eight o'clock seating. This is just one room in a meandering Victorian filled with antiques, fine art, and elegant fixtures—a place overstuffed with dressed up, human-size pigs, small sculptural porcelain pigs, books and paintings and silly porkabilia — a place of historical murals on every wall, of billiard tables, theatrical sets, plus classical piano pre-dinner entertainment played by a rambunctious 'ghost.' She does take requests.

Most of the participants in this drawing room drama will be staying overnight at The Mansion. People from out of town, people from across town, and others whom owner, Bob Pritikin, would say, "slip in and out of here with total anonymity — people like Robin Williams, Paul Simon, Alan Funt, and of course, Barbra Streisand." Streisand's letter of thanks is framed in the Josephine Room (Pritikin wanted her to sign the suite's walls).

This year finds The Mansion celebrating her tenth anniversary as one of the country's first 'bed and breakfast' style hotels, and this Victorian's history over the past decade has been largely the making of Pritikin's larger-than-life public relations mind.

Pritikin opened The Mansion on July 1, 1976 in conjunction with a book launch party given for a friend, Gwen Davis, and her newly published, *The Aristocrats*. As an outrageous and persuasive ad man for many years, Pritikin saw an opportunity to, "introduce the book while introducing my new hotel. It would be an adult Victorian Disneyland — brass beds, lace curtains and flowers in the bedrooms;



Robert Pritikin, owner of the Mansion Hotel, stands with his bow and saw before one of the Bufo statues that grace The Mansion's grounds. Pritikin supports his vast real estate holdings by playing the saw professionally.



One of the campy Victorian rooms in the notorious Mansion Hotel at 2200 Sacramento Street. Note the throw pillow with "Mother" embroidered on it, and the wall mural of the Victorian gentleman next to the bed. The Mansion is a fun place right nearby to put up out-of-town guests if you don't have room for them in your own quarters. They also have a little-publicized (until now) dining room for a different evening out that's still close by.

public rooms that glittered with crystal and the strains of Bach, plus a staff outfitted in weskits, top hats, and silk bustled gowns." Could you expect less from a persuader who began his career hawking subscriptions to the *L.A. Herald Express* — by standing on his hands in people's doorways while delivering his pitch upside down?

This is a man whom many say could pull

publicity out of the air, and during the early years of The Mansion's life she was anything but quietly discreet. Pritikin filled her with Bufo's immediately recognizable, rounded sculptures — he garnered her write-ups in everything from *The San Francisco Business Journal* to *The Christian Science Monitor*. *Newsweek's* television division filmed a

Continued on page 22

New Fillmore Guide to Nearby Hostelry's

Home for the holidays sounds so familiar—but what if there's just so much home and too much family — what if YOU need to get away from all that love and affection? Need an urban adventure or a trip back in time? Or what if you have friends coming to visit and you can't put them up at home, but want to be able to house them nearby? The New Fillmore area at present offers half a dozen hoteleries with accommodations from just six rooms to sixty. Some have complimentary limousine service, some have full buffet breakfasts, some offer private parties, catering, wedding day preparations and all offer personal, pampered service.

THE HERMITAGE HOUSE: 2224 Sacramento Street, 921-5515. This fifteen room Victorian mansion offers intimate elegance. Six bedrooms, price ranges from \$75 to \$105 double occupancy — includes large continental breakfast on weekends, cooked during the week. Laura Ashley decor with four-poster beds. Guests may arrange dinner parties through them for up to sixteen people. Closed for annual vacation December 21 through January 6, 1987.

THE MAJESTIC: 1500 Sutter Street, 441-1100. Completely restored Victorian operates sixty rooms, price ranges from \$110 to \$130 double occupancy, \$160 for suites — includes complimentary limousine service to the Financial District weekdays. Café Majestic, latest culinary venture of Stanley Eichelbaum, offers room service during selected hours.

THE MANSION: 2220 Sacramento Street, 929-9444. Celebrating its tenth anniversary, this beautifully bizarre Victorian combines relaxed elegance with eccentricity. Thirteen rooms,

price ranges from \$89 to \$200 double occupancy — includes afternoon teas and sherry, wine or beer; pre-dinner entertainment in the drawing room and a full buffet breakfast served downstairs in the main dining room. Dinner available at 8 o'clock seatings by reservation, Wednesday through Saturday.

PETITE AUBERGE: 863 Bush Street, 928-6000. Twenty-six rooms, all with private baths or showers, some with fireplaces; price ranges from \$95 to \$145 double occupancy; suite with king size bed, jacuzzi, wet bar, private entry, deck and garden, \$185 — includes full breakfast buffet featuring herbed eggs or quiche, muffins, breads. Afternoon sherries and wine with cheeses, vegetables, crackers. French Country Provincial with period antiques.

QUEENE ANNE: 1590 Sutter Street, 441-2828. Bed and Breakfast on a grand scale—this forty-nine room Victorian is decorated with English and American antiques; price ranges from \$89 to \$139 double occupancy — includes afternoon teas, coffee and sherry; breakfast served in your room, plus free parking. Almost one hundred years old, restored five and one half years ago — featuring an elegant double parlor.

VICTORIAN INN ON THE PARK: 301 Lyon, 931-1830. 1897 Queen Anne Victorian on the eastern edge of Golden Gate Park's panhandle. Twelve rooms, price ranges from \$75 to \$115 double occupancy — includes croissants and home baked breads for breakfast, with fruits and cheeses; afternoon teas and sherry in the rooms, some with fireplaces. Beautiful library and parlor.

TRIO

C A F E

1870 Fillmore Street
(in the Amelia)

Tuesday - Saturday 8:00 am - 6:00 pm
Sunday 10:00 - 4:00 pm
Closed Mondays

• espresso • cappucino • cafe au lait
Light meals all day

JACKSON FILLMORE

trattoria

Hours:

5:30 to 10:30 Tues.-Thurs.
5:30 to 11:00 Fri. & Sat.
5:00 to 10:00 Sundays

Reservations for 3 or more.

2506 Fillmore Street • 346-5288

RIBS
BEEF
CHICKEN



LEON MCHENRY

Proprietor

LEON'S BAR-B-Q

THE FINEST IN SOUTHERN FOOD

1911 Fillmore Street
(Betw. Pine & Bush)
922-2436

2800 Sloat Blvd.
(Across From The Zoo)
681-3071

LEON'S CAJUN AND CREOLE CUISINE
3600 Taraval At 46th Ave. - 759-1523

HOT LINKS
HOMEMADE PIES
ETC.-ETC.



Up and Down The Fillmore

by David Ish

BANKING ON CHANGE. It's great to see a fresh face\ at the manger's desk at the Wells Fargo branch. I had six accounts there at one time, but the rudeness encouraged in the personnel by the previous administration there got me to fold them or transfer themone by one over the years. Their solution to long lines at that bank seemed to be closing more teller windows as the lines got longer. I now bank up the street with the Bank of America where Ed Vulgas is the manager and a pleasant and concerned overseer of the operations. He's of the old school, and apparently came up through the ranks before the mandatory requirement all lending institutions seem to have that you go to a special school for rudeness training. The new Wells Fargo manager also seems to think for some reason that bank customers may have some sort of value to the bank. This is getting dangerous. In our neighborhood it now only leaves Time Savings to carry on the more recent tradition of lending institutions that customers are some sort of nuisance that keep requiring annoying returns from outer space. What will happen if there's a change in *their* management? We could become the hottest financial street in The City.

Il notice, via the last sentence, that I am a perpetrator of that fond San Francisco provincialism which allows for the city to be called The City. Am I going to become even more provincial I wonder and start calling the neighborhood The Neighborhood?

The folks at Daniel Burnham Court, the new

condo/office/shop complex that just went up and opened on the fringe of our neighborhood, namely the Franklin and Post vicinity, sure know how to throw a party. They gave a four-floor, three-band-plus comedy-act, \$75 a ticket benefit for KQEDon November 15 as a way of inviting some key brokers, prospective tenants and various itinerant members of the press, such as this reporter, to their offical opening for business. In a market currently characterized by its high vacancy rate, the Daniel Burnham Court folks are trying to not so quietly draw attention to their very classy "urban village" mixed-use mid-rise, which has commercial and office space on a podium level below 9 story and 15 story condo towers. The two towers have almost 250 residences between them, mostly studio and single bedroom, in case you're in the condo-with -view market. Of course there's a private health club for residences. That's obligatory these days. What hath Nautilus wrought? Meanwhile, back at the party, by nine o'clock that night there was action in full swing on all floors of the four-story glass atrium. It was great to hear some jazz going down as well as the bouncy beat of the Big Bang Beat rock band. They are a lot of fun to hear, but there are so many people in their group that when they split their proceeds I don't see how anybody can wind up with more than minimum wage. But they sure don't act like they care.

The merchants along Fillmore Street between Bush and Sutter have been heard to be grouching about how dead it is down there on Mondays -- the day nobody comes to the Trio Cafe because it's closed. Merchant pets have been seen sleeping undisturbed in the middle of the street for hours on Mondays on Fillmore between Bush and Sutter. Funeral processions shun it on Mondays because it is too quiet. The gnawing philosophical question gripping the merchants there; if there is a store that is open on Monday on Fillmore between Bush and Sutter and no customer comes into the store, is the store really open? Or is it closed, like the Trio Cafe, but just doesn't know it?

San Francisco Desserts

1826 Buchanan Street

931-1818



between Sutter and Bush Streets

sandwiches 11-2:30 daily

Hours: Mon - Thur 8 - 8 / Fri & Sat until 10 / Sun 10 - 6

NEW TO THE NEW FILLMORE!

*Elegant continental dining at
unreasonably good prices.*

*Entrees such as Fettucine, Curry Chicken,
New York Steak, Roast Duckling,
Fresh Fish and Rack of Lamb,
including soup or salad, from \$10.*

Michael's
RESTAURANT

Open 7 nights a week from 5 pm.
Sunday Brunch from 10-3.
1701 Octavia at Bush
For reservations 931-0285

What is:

weekly,
delicious,
inexpensive,
casual,
relaxing,
and terrific?

Sunday Brunch
at

Pacific Heights
BAR & GRILL

10:30 a.m. to 2:30 p.m.

Freshly baked breads and
muffins and a wide choice
of just-for-Sunday specials.

(We're open for lunch and
dinner every day.)

2001 Fillmore at Pine
Reservations: 567-3337



Diners delight in The New Fillmore's latest find—Michael's, a reasonably priced restaurant offering a broad continental menu. Located at Octavia and Bush, former site of the far pricier Robert's, Michael's offers hearty full-course dinners in an elegant setting starting from \$10.00

New neighborhood restaurant caters to continental palate with hearty portions and slim prices.

Big portions, small prices, elegant atmosphere, a broadly continental menu; does Michael's really have it all? For a lot of people, undoubtedly so. The new New Fillmore restaurant, which opened just last month at 1701 Octavia, the former site of Robert's restaurant, has tapped into the new trend away from nouvelle and back to the more basic, hearty type of continental fare. And it's offering that fare in large portions and at more than fair prices.

"We don't want anybody to go away hungry," says co-owner Richard Michael. "That's not what you come to a restaurant for."

Michael's partner in the restaurant is chef and restaurateur Emil Syada, who has been in the restaurant business for 20 years. He's been chef at the Balboa Cafe, and started the celebrity-studded Pixley Cafe in the Triangle, which he sold recently in order to concentrate

his energy on the new restaurant.

Syada and Michael, a successful businessman, considered the concept of the restaurant carefully before opening the doors.

"We feel there are a lot of people out there that want to return to a basic, broad, continental type of eating, and not just nibble on nouvelle," Michael said. "We want to provide something for those people, in substantial portions, and at very modest prices, in an elegant setting. That's what this restaurant is all about."

Freshness is another passion at Michael's. The restaurant doesn't even own a freezer.

Full course dinners, which include soup or salad along with the entree, vegetable and potato, include such classics as Rack of Lamb, New York Steak, Fish of the Day, and Fettuccine. Dinners start at \$10.00.

MEXICAN FOOD CATERED!

MEXICAN BREAKFASTS!

Huevos Rancheros • Chitaqueles & Eggs
Chilaverde Omelette • Mexican Steak & Eggs
Menudo (Mexican Tripe)

SATURDAYS ONLY

9:00 AM - 1 PM



1946 FILLMORE at PINE
SAN FRANCISCO, CA 94115
(415) 563-3509



San Francisco 2210 Fillmore St. 921.2956
San Francisco 288 Noe Street 431.7210
Berkeley 2936 College Avenue 540.7773
San Rafael 857 Fourth Street 258.9123

A Traditional Drinking Saloon Since 1986.



Open 7 Days a Week 4pm to 2am.

Great Dinners from 5 to 11
Mon.-Sat., 5-10 Sun.

2020 Fillmore 921-1000

vivande
ITALIAN FOOD
porta via
TO GO
ufficio
TO THE OFFICE
festa
A PARTY
sposalizio
A WEDDING
dounque
WHEREVER

For a translation of your needs,
call for complete information. 346-4430

VIVANDE
Porta Via

2125 Fillmore Street San Francisco CA 94115
Delivery Available



MAY SUN
RESTAURANT
Teriyaki & Mandarin Food

EARLY BIRD DINNER
Mon.-Fri. 3:00-6:00 pm

ONLY \$5.50
CHOICE OF BEEF OR CHICKEN DISH
Served with Won-Ton soup, egg rolls,
rice and fruit.



1740 Fillmore St.
(at Sutter)
567-7789



*Season's
Greetings from
Clinton
Chevron!*

CLINTON CHEVRON

WOULD LIKE TO

THANK YOU

FOR CHOOSING US

FOR YOUR CAR CARE

NEEDS DURING THE

PAST YEAR.

WE APPRECIATE

YOUR BUSINESS,

YOUR COMPLIMENTS,

AND YOUR

CRITICISMS.

BEST WISHES FOR

A HAPPY HOLIDAY

AND A JOYOUS

AND PROSPEROUS

1987!

Chevron



**HALLMARK AWARD
STATION**

Featuring quality Atlas products
California at Steiner 931-0222

CLINTON CHEVRON
California at Steiner
567--1136

SOBER HOLIDAYS

From page 12

play many games with each other, switching the roles around at different times.

Though it is considered an absolute must for an alcoholic to abstain completely from alcohol, the problem drinker often finds him or herself in situations where drinking is accepted and indeed expected. The traditional drunken New Year's Eve bash is a typical case in point.

This year, however, the folks who don't want to drink, but don't want to miss the party, can revel in San Francisco's first First Night, a safe, non-alcoholic, family-oriented alternative to the usual alcohol-oriented evening.

Billed as a festival of the performing arts, First Night will take place at over forty different locations in The City, and will feature over 100 performers, including Bobby McFerrin, Bonnie Hayes and her Wild Combo, and comedian Michael Pritchard. One \$5 ticket admits you to any of the events, at any time, which run from noon to midnight on December 31. Shuttle buses will be available to take party-goers to and from the venues.

Festival organizer Priscilla Richardson explained that she tried to involve as many local people and neighborhood merchant groups as possible in the celebration. "This is very grass roots," said Richardson. "It's not

Continued on page 13

BI-RITE LIQUORS

WISHES THE
BEST
OF HOLIDAY
CHEER
TO ALL NEW
FILLMORE
RESIDENTS!

THANKS FOR
HELPING US
HAVE
A GREAT YEAR!

--Max, Dan, and The Boys
at Bi-Rite.

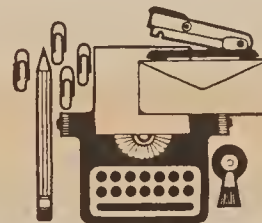
**Open Christmas and
New Years Day.**

Wrap up your holiday shopping at THE BROWN BAG

Complete assortment of
Christmas and Chanukah
wrapping, ribbons, cards,
enclosures, designer gift
bags, and party favors
for New Years.
Last minute gifts as well!

Holiday Hours:
Mon-Sun 10 am - 6 pm.
Sunday 12 - 5 pm

THE BROWN BAG



2000 FILLMORE AT PINE
SAN FRANCISCO, CA 94115
(415) 922-0390

*Happy Holiday Greetings
from your independent
neighborhood market!*



Lindy Rich Luciano Emilio

• Viglizzio's Family Deli • Grand Central Poultry
• Grand Central Market • Petrini's Meats

• 2435 California Street •

SOBER HOLIDAYS

From page 12

the usual arts people in town who are doing this."

As part of the program Calvary Presbyterian Church at Fillmore and Clay will host a special ecumenical service, offering a message of hope and good will for the new year, from 10:30 to midnight. The San Francisco Saxophone Quartet and a local chorale will be featured performers.

Some Fillmore Street merchants will also be participating in the arts extravaganza. At press time, The Beauty Store and Fillamento were signed up to present live performances in their windows, or outside

the store. First Night staff member Jim Silveira seemed particularly pleased to be working with Fillmore Street merchants. "It's one of the more colorful streets in The City," said Silveira.

If you can look forward to a spectacular New Year's Eve with no alcohol, cheap tickets to more shows than you could go to in one night, and no babysitter to pay or drive home, you can probably make it through Christmas and the frantic days that precede it. After all, as one hospital Emergency Room staff member put it, "I just keep telling myself, 'It's only a holiday!'"

--Sherry Hutson

TREAT YOURSELF
EXPERIENCE FLEURTATIONS
A SPECIAL SHOP

FEATURING

- EXOTIC SILK FOLIAGE
- UNUSUAL CARDS AND GIFTS
- FRESH CUT FLOWERS

1880 FILLMORE STREET
(BETWEEN BUSH & SUTTER)
923-1070



eggcentricity

a unique gift store

offering
gift baskets

our designs will delight
anyone on your list
for every occasion

we ship anywhere
(415) 931 1848

1848 fillmore st • san francisco • california • 94115

HEARTLAND
quilts & country flourishes

1801A FILLMORE STREET SAN FRANCISCO, CALIFORNIA 94115

STONEWARE & LINENS FOR THE HOLIDAY TABLE

HEIRLOOM QUALITY GIFTS FOR CHILDREN

UNUSUAL BASKETRY

A FINE SELECTION OF QUILTS, TROWS & PILLOWS

WREATHS & CENTERPIECES

931-7622

VISA • MC • AMEX

11 AM – 8 AM

You are
invited to

Fillamadness

A special holiday event

Thursday evening
December 11
6 p.m. - 10 p.m.

fillamento

2185 fillmore st. at sacramento, san francisco, ca 94115 • (415) 931-2224
• holiday hours: mon-fri 10 am -7pm • 7 days a week •

End of Season FACTORY SALE

Silk longjohns, mens and womens silk and cotton underwear, pjs, one-of-a kind samples. Womens sweaters, blouses, dresses, jewelry, scarves and accessories.

Sat. Dec 6

Wed. Dec. 10

Sat. Dec. 13

10am - 4pm

1625 Bush (near Franklin)

928-7980

MC & Visa

WE CARRY WEIGHT ON

Fillmore

paper-weight

A small heavy object
for holding down
loose paper

Handmade paper
weights signed and
dated by the artist
exclusively at

The Producer

EUROPEAN EYEWEAR SALON

Invision would like
to thank all our
customers for their
business, and wish
the residents of
the New Fillmore
a Happy Holiday
Season. Come in
and see us for
gift certificates.

invision

INVISION
1907 FILLMORE
(AT BUSH)
SAN FRANCISCO
CA 94115
415 563 9003



The New Fillmore -- After a Fashion

by Kathi Wheeler

Christmas Presence

Attitude. So you grew up with snow, you didn't grow up with snow—but the holidays and Christmas always meant magic, crisp air, family, traditions... and presents, presents, presents. Whether there were tons or two, gifts represented festivity. Magic wished for then gotten. Magic, that when you looked behind the gift became the meaning of the gift. It meant the spirit of giving.

Looking for Christmas is like looking for the first snow on Fillmore—maybe behind this fog bank, maybe after these three days of rain. Tough expectations and the wrong climate foster a jaded eye. Finding the date is easy enough, December 25 will come and go. Finding the feeling is your choice.

What to make, where to go, who to buy for? The Christmas season brings up questions you may or may not want to answer. So create

your own holiday spirit. The immersion factor is key—don't shop haphazardly to "get it over with"; search out the places that foster relaxed, Christmas atmosphere. Go a little bit out of the neighborhood to Sacramento Street—the part that coalesces around the **Christmas Shop**—ornaments, an art gallery and the **UNICEF Shop**, plus an outlet for romantic dresses and lingerie are just a beginning.

On Fillmore Street, **Khyber Crossing** is a women's apparel shop that knows how to set a holiday atmosphere. Owner Betty Montgomery has created a companion shop here in San Francisco, a composite of her Montclair store. The feeling is something like turn of the century British or American gentry—in her words, "for the customer who knows fashion but doesn't want to be trendy." That translates into Ralph Lauren separates, handknit sweaters and Jessica McClintock holiday dresses of lace, beads and the most tactile velvet available in shades of plum or black.

For the holidays, special shipments of gift trinkets arrive from Asia and India—last year you could find Chinese character stamps and junk compasses—this year who knows? Montgomery is big on presence. Khyber Crossing is decked like some scene from *Passage to India* or *Out of Africa*. She

Continued on page 15

"An
Economic
Attitude."

for Women &
Children's clothing

2550 Sacramento Street

563-1713

(Between Fillmore and Steiner) Open daily (except Sunday) 11:30 am - 7:00 p.m.

CHRISTMAS FASHION

From page 14

decorates with dried flowers and wooden walls; shelves of flowered boxes and tables full of lace collars and pillows and picture frames hold court. The flowered boxes hold English scents by Floris — single note floral talcs, perfumes and soaps from a firm started in 1740.

You can relax and indulge your Christmas sense at Khyber Crossing — they serve English teas on Saturdays and from now until December 25 there's a big bowl of English wassail brewing (that's hot mulled cider to expatriots) plus warm gingerbread on occasion. It's a very Victorian Christmas. Specialty gifts include a silver collection for the boudoir — silver makeup brushes and picture frames plus crystal and silver jars. Their standout accessories are estate jewelry or estate reproductions made from antique French molds. The beaded evening purses and bronze gilded scarves are exquisite. Long known for their individually chosen sweaters, Montgomery says her main philosophy is one of service. They do it up for the holidays — each purchase will be gift wrapped; the saying here on returns is "nothing is final," meaning if it hasn't been worn there's no problem with exchanges. And almost all of their ornament collection is open for your choosing.

Mansfield's, another "tradition with spark" clothing store and sweater emporium will be open later, now through Christmas. Expect shopping hours until 7 p.m., 8 p.m. on Thursdays. This is also Mansfield's first anniversary — so while you're looking for Christmas presents you can save 20% on much of their merchandise.

More sweet savings — Algebra will reopen as the first shoes-only store on Fillmore. Presently, all their fashion-forward style clothing is 20% off with the possibility of more savings to come.

For presents with a past, don't forget the antique clothing stores, Best of Everything and The Way We Wore. I think they're special because everything is one of a kind. How about tuxedo scarves for men, beaded sweaters for women? There's a tremendous display of jewelry available — especially interesting is the Marcasite — beveled iron Pyrite cut like a rhinestone for sparkle. Pretty different, starting to become collectible.



Antique lace wedding clothes and sensational beaded evening wear

PAINTED LADY

1838 Divisadero Street
San Francisco, Ca. 94115
(415) 563-1073
Mon.- Sat. - 11:30- 5:30



FASHION HANDBAGS
AT 50-70% OFF RETAIL

appointments: 415.928.3427

ALTERATIONS

men and women's clothes
*Specializing in boutique
and vintage clothing.*

Atelier-K

MON/WED/FRI/SAT - 10 am - 6 pm
TUES/THURS - 12 - 6 pm

2512 1/2 Sacramento St.
(off Fillmore)
567-9529



NOW OPEN

Coup de Chapeau

FINE MILLINERY • 1906 FILLMORE ST • 931-7793
Tues - Sat 11 - 6 pm

*K*hyber Crossing
for the holidays is right
out of a Dicken's novel
with its olde English
holiday decor.

We feature a storybook of unique
and beautiful gifts such as...
victorian tree and table ornaments,
traditional English soaps and perfumes,
heirloom jewelry,
beautiful handknit sweaters for gifts,
lovely dresses for holiday festivities,
classic country sportswear,
romantic blouses as well as
dainty embroidered lace accessories.

**Drop by Khyber Crossing
soon for a hot mug of
wassail as you enjoy with
us this Christmas season.**



LADIES FINE CLOTHIER

AT THE CORNER OF FILLMORE AND CLAY STREETS

A touch of the marvelous in vintage couture...



the best of everything

2502 clay (off fillmore) san francisco 94115, (+15) 563-BEST

Happy Holidays

FREE GIFT WRAPPING
WHETHER YOU BUY
FROM US OR
SOMEONE ELSE

HOLIDAY SPECIALS
20% OFF



Mansfield's

2323 Fillmore Street • San Francisco, CA

NOW OPEN WEEKDAYS TO 7pm & THURSDAYS TO 8 pm

LADOSA



vintage and contemporary
formal wear
announces
our new location
exclusively for

formal wear rental and sales

1780 Haight Street

668-3744

The
COMPANY STORE



Our own
"Lady-Like"
label presents
a bit of holiday
glitter in alter-
nating stripes
of gold and
silver lurex
on black.
Sizes 14 - 24.
Long slim skirt
with elastic waist
\$40.
Matching top
\$45

Come in and see
our outstanding
collection of
accessories.

New store hours:
Mon - Fri 11-7
Sat 10-6
Sun 12-5

1913 FILLMORE ST (AT BUSH) SAN FRANCISCO 94115

921-O365



EVERYTHING OLD
IS NEW AGAIN

—THE—
WAY WE WORE
2238 FILLMORE ST
346-1386

MON-SAT 11-7
SUN 12-5

CLASSIC VINTAGE
CLOTHING
AND ACCESSORIES
FOR MEN
AND WOMEN

Pacbag benefits fashion strut for SPOA

If you can't make the Paris, New York, or Milan high fashion previews, why not try a slightly scaled down version, Fillmore style? The Pacific Heights Bar and Grill was the recent setting for a friendly gathering of local residents and friends for a fashion show fundraiser organized by Fillmore native Leonard Priestly and his Special Policers Association (S.P.O.A.) Neighborhood shops and the consistently community spirited Pacific Heights Bar and Grill joined forces with Priestly to sponsor the November 22 debut of a series of Fillmore fashion shows designed to showcase local and Bay Area men's and women's clothing and accessories. The show also benefits "It's A Family Affair," a S.P.O.A. project to purchase a portion of the old Playland property at Ocean Beach and transform a now empty lot into a multi-cultural performing arts center.

If you missed the first show, there's still time to get decked out for the holidays and contribute to a good cause. The next benefit at the Pacific Heights Bar and Grill will be Saturday, December 27 from 11 am to 2 pm.

--Anne Coffelt



The New Fillmore's very own Art Director, Ginny Lindsay, steps right out there in a new career as model, launched November 22 at the Pacific Heights Bar and Grill, which hosted a fashion show as a benefit for "It's a Family Affair," a Special Police Officers Association project spearheaded by Pine Street neighbor Leonard Priestly to revivify some old Playland property into a culturally mixed performing arts center.

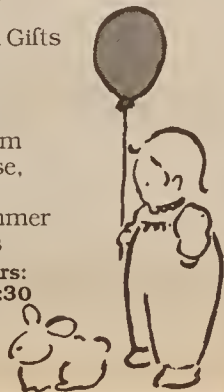
Cottontail & Me

563-8262

Children's Boutique & Gifts
1820 Fillmore St.
(in the Amelia)

100% cotton wear from
Jennie Mac, Cut Loose,
Paty, Pierre Cardin,
Ergee, Creation Stummer
Pattiwhack & Webbis

Holiday shopping Hours:
Mon-Thurs 10:30 to 6:30
Fri-Sat 10:30 to 6:00
Sun 11:00 to 4:00



Contemporary Maternity Fashions and Special Baby Gifts.

expecting...the best

1905 Fillmore Street (Between Bush and Pine)
San Francisco • 931-1010



BOLLA

CONTEMPORARY
CLOTHING AND SHOES
FOR MEN AND WOMEN

GIFT CERTIFICATES
AVAILABLE

10% off all clothing and
shoes through 12-15-86
with this Ad only.

1903 Fillmore
San Francisco, Ca. 94115
415-346-3131

Begin a
Christmas
Love Affair
With
Toujours

San Francisco's
Finest New
Lingerie Store

Silk Gowns
Silk Kimonos
Teddies
Camisoles
Tap Pants
Bikinis
Pajamas
Sleep Gowns
Bed Jackets
Union Suits
Sleep Shirts
Leggings
Chenille & Terry Robes
Silk Slips
Cotton Petticoats
Lace Body Suits
Shoulder Pads
Body Oil
Rosewater
Silk Eyeshades
Potpourri & Sachets
Hair Ornaments
Necklaces & Earrings
Perfume Vials
Hats & Berets
Hat Boxes
Slippers
Beaded Purses
Cosmetic Cases
Scented Hangers
Socks
Lace Thigh Hi's
Seamed Stockings
Lejaby Bras
French Panty Hose
G-Strings
Garter Belts
and of course...
Silk Stockings

Toujours

2484 Sacramento Street
at Fillmore 346-3988

Monday - Saturday 11-7
Thursday 11-8:30
Sunday 1-5

Fillmore fashion openings: Toujours lingere, Coup de Chapeau chapeaus

Two new stores have opened this month in The New Fillmore's burgeoning world of fashion; Toujours, a romantic lingerie shop, on Sacramento Street just a couple of doors up from D & M Liquors between Fillmore and Webster, and Coup de Chapeau, a millinery store on the downtown side of Fillmore between Pine and Bush.

Toujours was started by Beverly Weinkauff who personally loves lingerie and said she "needed the excuse of having a store to have enough of it."

"I want women to feel very comfortable and feminine about themselves," Beverly said. "and to realize there's a feminine alternative to a sweatsuit for dressing comfortably."

The tiny 200 square foot store, which seethes with intimate apparel, features some of the trendy new lines of lingerie that are worn as outer wear.

Beverly has found, somewhat to her surprise, that about 40 per cent of her customers so far are men.

"They come here because they know women like the kind of product that we have here," Beverly said. "They can trust it. They know it will be a hit with whoever they buy it for."

The millinery store, Coup de Chap-

eau, was opened by Jenifer Mathieu who has been designing hats for the last four years and has a degree in millinery design from F.I.T. Until opening the store she had been working for wholesale hat manufacturers in New York City—commuting back and forth from her Bush Street apartment. Mathieu has lived in the Fillmore area for the last 10 years.

"The last manufacturer I worked for created couture fur millinery--fairly expensive and fairly conservative," she explains. "I wanted to open a San Francisco shop in order to design and manufacture my own designs--to have a full service shop here in the city." Now that there's no more months-long commutes, Mathieu has focused on her goal. Coup de Chapeau will create custom work for individuals (Brian Federow has sent clients to her, for example. She creates a turban or veiled specialty hat--he sends over the matching fabric.) plus a complete line of ready-to-wear hats will be offered.

"My hats are known as pieces of sculpture--my custom work is created as couture, for special events," Jenifer said.

Would you like an individualized trimmed beret? Felt clothes to pull down in retro twenties style? How about high fashion sailor hats with oversized brims? The most interesting thing for skiing this

year will be her pure mink headbands.

"My own line will be completely separate from my custom work," Jenifer stressed.

Her most recent San Francisco creations have been bridal pieces, plus Obiko, high fashion and couture shop on Sutter, has commissioned her exclusively for their most recent fashion shows. Hats by Jenifer could herald a comeback in covered heads.

It's fashionable to advertise in The New Fillmore!

Call 931-0515 and get your business growing!

Pacific Heights NEXT-TO-NEW SHOP JUNIOR LEAGUE OF SF INC

- DRESSES
- SPORTS & FORMAL WEAR
- FURS
- SUITS
- COATS



FOR THE WHOLE FAMILY
HOUSEHOLD & GIFT ITEMS
MON 1-4 TUES 11-6 WED-SAT 10-4
BTWN SACRAMENTO & CLAY
AT 2226 FILLMORE STREET

Merry Glitzmas

from
BEAUTY STORE

Glitz Glitter Glamour Glisten
Flash Sparkle Glow

BEAUTY STORE

BEAUTY STORE
FILLMORE
(btw Sacramento)
346-2511

BEAUTY STORE
EMBARCADERO
(Four Embarcadero, Street Level)
982-5549

BEAUTY STORE
MARINA
(Chestnut by Divisadero)
422-2526

BEAUTY STORE
UPPER MARKET
(Market at Noe)
861-2019



whats up



2512sacramento

CLOTHING
ACCESSORIES
JEWELRY

Small A'fair

fine lingerie

Seasons Greetings



20% Off All Lingerie
with this ad

Lingerie Show • Dec 9th
7-9 pm

2255 Polk (at Green) • 441-3815



Putting Nutrition First

by
Dr. Richard Kunin

Questions and Answers about nutrition and your health.

Surprise news:

Fat is good for you!

Just in time to enhance our enjoyment of the upcoming holiday season, we are greeted by news of a major breakthrough in our nutrition-health knowledge. Fish oil is now recognized as a major factor in preventing heart attacks and hardening of the arteries (atherosclerosis).

This may be hard to swallow for those who still believe that dietary fat and cholesterol are the main cause of heart attacks. After all, fish oil is

a liquid fat and it contains cholesterol as well. Both of these food substances have been the focus of the greatest medical nutrition fad in history, ie. the low fat, low cholesterol, "high fat diet."

But the evidence in favor of fish oil is both extensive and convincing. Americans were too busy tracking down cholesterol to pay much notice when Drs. Bang and Dyerberg published their landmark 1972 research on Greenland Eskimos, showing that a high fat, high cholesterol diet of seal meat and fish does *not* cause heart attacks.

Then, in 1985 Dr. Daan Kromhout published irrefutable evidence that the regular intake of fish conferred significant protection from heart attacks in a group 852 men in Holland studied over a period of twenty years. And in October, 1986, there is a *New England Journal* report showing that cod liver oil protects against the atherosclerotic effects of a high fat diet.

In this report by Dr. Bonnie Weiner and associates at Massachusetts Medical Center, eighteen pigs were fed a high fat diet for eight months. True to form, the high fat diet, almost 60% of the calories from lard, cholesterol and peanut oil, caused an

increase in blood cholesterol within three weeks. Cod liver oil had no effect on this fat-induced four-fold elevation of cholesterol but there was an amazing four-fold reduction in the amount of atherosclerosis in the oil fed animals.

In addition the cod liver oil animals were observed to have EPA in their platelets — and this caused a 50% reduction in platelet arachidonic acid. This dramatic finding explains the remarkable anti-coagulant effect of fish oil and its EPA constituent.

The mechanism is based on competition between hormones: prostacyclin, derived from EPA is an anticoagulant; thromboxane, derived from arachidonic acid is a clot

Continued on page 20



Classical Swedish Massage • Shiatsu • Polarity • Sports Massage • Whiplash & Backache Treatments • Physical Yoga • Prenatal Yoga • Therapeutic Touch • Osteomyotherapy •

Laura Drewes

Certified Massage Therapist
Licensed Anatomy Instructor
Licensed Massage Therapy Instructor
Insurance Accepted -- MD Referrals

3430 Sacramento Street, San Francisco CA 94118
567-7680



Massage by Roszan Gould

Reduce Stress Increase Creativity

Therapeutic massage can increase energy and productivity by as much as 20% through stress reduction. Come in for your stress reducing massages, and give them as that very special holiday gift.

\$10 Discount with this ad

Call 346-2099

Specializing in stress, neck and back problems for 12 years

FREE TREATMENT FOR ADOLESCENT SUBSTANCE ABUSERS

UCSF and San Francisco General Hospital are providing free outpatient treatment for teenage substance abuse problems. For further information call:



Niobe Way
Adolescent Substance Abuse
and Families Project
(415) 821-8611



BETTY WALTON, M.D.
General Family Medicine
personal, quality care
3637 California St.
across from Marshal Hale Hospital
221-3477
by appointment only

PACIFIC HEIGHTS HEALTH CLUB OFFERS YOU:

- Full Line of Nautilus Equipment
- Free Weights
- Life Cycles
- Steam Room
- Sauna
- Sun Tan Tables
- Whirlpool
- Masseurs
- Towel Service
- Spacious Shower Facilities
- Attended Locker Room
- Dancergetics aerobics

6:00am-11:00pm Monday-Saturday 7:00am-10pm Sunday

2356 PINE STEEET, SAN FRANCISCO
(415) 563-6694

GARY S. ROSS, M.D.

Contemporary nutritional medicine



- immune system evaluation and build-up
- nervous system problems, depression
- high potency vitamin injections
- complete state of the art laboratory testing for food allergies, vitamin, and nutritional deficiencies
- accupuncture with Dr. Jing Li, colonic therapy
- basic family doctor type examinations and treatment

117 Clement Street, S.F. 752-2244



Pacific Presbyterian Medical Center

Clay and Buchanan Streets San Francisco

563-4321

General Information; Patient Information and Calls;
Administration; All Business Offices

Emergency Department 24-hour service 923 • 3333

Physician Finder: 923-3800

A Free Physician Referral Service

Community Education Programs.....	923-3440
Department of Medicine	923-3575
Department of Surgery	923-3001
Emergency Department.....	923-3333
Kidney Dialysis Center	923-3258
Microsurgery Laboratory.....	923-3242
Northern California Transplant Bank	922-3100
Occupational Health.....	923-3320
Operation Concern-Gay Counseling	626-7000
Outpatient Clinics	
Eye Clinic	923-3901
Medical-Surgical	923-3377
Dermatology, Podiatry, Specialty	923-3366
Women's Health	923-3373
Psychiatric.....	923-3247

Pacific Presbyterian Home Care	563-4321
Patient Admitting	923-3438
Patient Financial Services	923-3385
Pharmacy, Outpatient.....	923-3350
Physician Referral Service	923-3800
Pacific Presbyterian Psychiatric Institute	
Inpatient Services	923-3252
Outpatient Services.....	923-3248
Geropsychiatry	923-3255
Family Therapy	923-3248
Pyramid Health Center	
600 Montgomery St.....	983-5850
Radiology	923-3232
Magnetic Resonance Imaging Center	923-3674
Rehabilitation Services	923-3395

Garden Sullivan Hospital 921-6171



Looking Good

by
Elana

Merry Lipsticks and Mascara New Year!

Ah, the holidays. A time of family, a time of love, a time of tradition. But, can't we enjoy all this wonderfully cozy sentimentality without being boring? I say yes!

With Christmas and New Year's Eve almost at our door, traditional styles do prevail. Accordingly, at this time of year, it is more important than ever to add a splash of panache to your image. And, with a dash of color here and a spray of glitter there for your hair and body, Santa's bound to pick you out of the holiday crowds!

So, if you'll indulge me a bit, I'll pass along a few colorful tips. Let's start at the lips:

A move to a sheerer, softer look is *de rigueur* this holiday season. Be a bit subdued for Christmas, but definitely dazzling for New Year's Eve. Regardless of what color lipstick you choose (I prefer a clear red), make it a bit more matte.

And now for the eyes:

Put down those green and red pencils and pay attention! Eye shadows, liners and mascaras are available this season in a plethora of colors. As for the shadows, try more understated, softer colors, such as charcoal gray or taupe, for a not-too-intense look. Save the glitter for your hair and body. In eyeliners and mascaras, "evening colors" — rich blacks, dark blues and velvety violets — are the holiday rage.

Many of these holiday colors are available in compact, portable kits. City Lites makes several such kits. These compact samplers fit in your evening bag and contain between ten and twelve different hues. And, most are between \$4.00 and \$20.00.

I assume you've all heard about the tortoise in the hair. Well, this season, hair ornamentation is in. In addition to tortoise shell, try our dazzling wardrobe of bejeweled hair fashions. Look for our beautiful adorned Beverly Hills Fun Clips — with pearls and/or rhinestones and some with jewel fringes — to make an instant evening hairdo. Big bows with lots of glitz are all the rage. For an Art Deco New Year's Eve, black-and-white ornaments embedded with rhinestones are sure to make a hit. And, if that's too subtle, you're probably ready for the StarGel treatment. This works best right before the stroke of midnight: Bathe your skin in StarGel cream — this will leave your skin shimmering with glitter. StarGel also looks great in the hair. Combined with a dash of black-and-white, the glitter look is perfect for dramatic entrances as the New Year approaches.

Regardless of how you doll up your holiday persona, a few essentials must be observed: *relax*. Prepare to enjoy yourself. Pamper your entire body.

Even if your holiday flair consists of a flannel robe and curlers, you should contemplate your regalia in a relaxing, invigorating bath, seasoned with essential oils. Kneipp herbal oils and hand-milled Caswell Massey fragranced soaps are my favorites for a pre-soiree soak.

Remember, if you're not relaxed, you can't have fun. And, even if it's more important to look marvelous than it is to feel marvelous, it's also nice to have a good time!

All of the products recommended in "Looking Good," are available at all **Beauty Store** locations (Fillmore Street and three others). If you have any questions, come by and our experts will point you in the right direction!

"Looking Good" appears monthly in The New Fillmore. Elana Laub is co-owner and vice-president of Beauty Store.

Grow your business!

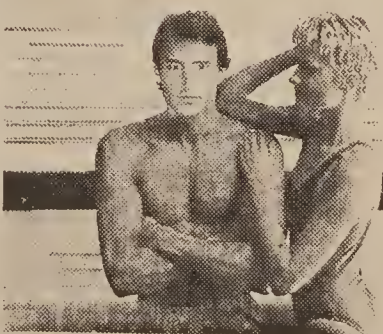
Take out an ad in

The New Fillmore!

Call 931-0515!

THE TAN GENERATION

They work hard. They work out. They take their career, their health and their looks seriously. They're the tan generation. The hundreds of active men and women who have learned that tanning at The Cabana Club is better, faster and safer than the sun. Unlike the sun, the Cabana tanning systems tan gently, blocking out the rays that burn and age the skin. And they tan fast — just a few 20 minute sessions are all you need to look great. It's perfect for the holidays and a must before travel. Call today.



NEW FILLMORE HOLIDAY SPECIAL
THIS MONTH ONLY
BRING IN THIS AD FOR A
5 SESSION DISCOUNT ON PRIMARY COLOR

THE CABAÑA CLUB

A Tanning Center

3151 Fillmore @ Greenwich 415 922-2262

\$39

Limited Time

GOOD FAT

From page 19

promoter (causing platelets to aggregate and release chemical clotting agents). Here's the clincher: when Dr. Weiner measured thromboxane she found a four-fold reduction in the oil fed animals. This compared to a doubling of thromboxane in the control animals on high fat diet alone. The difference between the two groups was actually eight-fold, ie. that much more anti-coagulant protection in the oil fed group!

Now for the practical questions: how much oil is enough and how long does it take to build up protection? The anti-coagulant effect is present after you have been eating fish rich in EPA for at least three weeks or taking supplements of cod liver oil, salmon oil or the purified product, MaxEPA. For most adults two servings of fish per week appears sufficient to reduce death from heart attacks by 50%. Salmon, mackerel, menhaden and tuna are best but they must include the fish oil. That means water-packed fish or fish in vegetable oil are not as good and when you eat at a restaurant, ask for fish with the skin, for that is where the oil is stored. If purified oils are used, 20 grams (4 tsp.) of cod liver oil or salmon oil or 10 grams (about 10 capsules) of MaxEPA should suffice.

Of course, there are other dietary factors that also protect against heart attacks: selenium (which is also high in fish), vitamin C, vitamin E and magnesium in particular. And there is no doubt that Pritikin's low fat, low cholesterol diet has a valuable place in treating already existing atherosclerotic damage.

While you must consult your own physician about the use of fish oils in your personal health program, let me wish that this information offers you a happier holiday season, one in which the usual rules of nutrition, ie. moderation, variety, whole foods and freedom from pollutants, also permit you to enjoy some old-fashioned fun foods and a reasonable number of seasonal sins as we ring out the old year.

Dr. Kunin has his practice here in the neighborhood and is the author of two well known books on nutrition; *Mega-Nutrition*, and *Mega-Nutrition for Women*. He is currently at work on a third book in this important field.

At last!
health & beauty
care that is truly
quintessential!

- Skin care
- Massage
- Mani/pedicures
- Body waxing
- Yoga

Holiday Special:
1 1/2 hour facial and
full body massage
\$55

Billie O'Neill
SKIN CARE

1922 Lombard St. San Francisco CA 94123 415-775-SKIN

1922 Lombard St. San Francisco CA 94123 415-775-SKIN

Quintessence Five
Spa & Salon

1922 Lombard Street
San Francisco, CA 94123
415-775-SKIN

LOVE GAME

From page 7

get strangers to invest, venture capitalists, then we had a good product. Otherwise we wouldn't have gone ahead with the project. We had sent the game to an attorney friend back East and he showed the game to a venture group. We sent them a business plan with performers and projections, then I (Barbara) went out to meet with them. After that, I became marketer and manufacturer.

NF: How did you promote the game to get it in the stores?

BJ: To get it into the stores a few things had to happen — people had to want the game and that means they had to have heard about it, and I had to go to the stores myself to open the doors. The advice I was given was, "Get a rep when the game was hot, not when it was unknown." We didn't know where the game should be distributed — department stores, game stores, lingerie or toy stores? I decided I wanted to get it into Macy's.

MJ: Barbara managed an appointment with Macy's Vice President in charge of Marketing, with an idea for an "Enchanted Christmas" theme of which the game would be part. He explained how hard it was to organize inter-departmentally, but sent her down to see the buyer who was in charge of gifts and games.

The buyer was reluctant but bought one dozen games.

BJ: Now for my promotions I could say the game was at Macy's. A few smaller shops bought some and I was in business. At this point, we hired a publicist firm — one whom I had worked with over the years, from Beverly Hills who did razzle-dazzle stuff. They interested Evening Magazine in the game. They shot the story in ten hours, editing it down to six minutes on tape. Michael and I kissed twice and when the show came out they repeated it over and over — they had rockets going off and earthquakes and showed people how to play the game. The audience response was so great they syndicated the story and it aired in thirty markets across the country. At that point, newspapers wanted stories and features because it was a novelty. Macy's sold over 1,000 games in the next three months.

NF: All this publicity then, had to do more with the fact of the novelty of the game than your advertising? I've read recommendations from Christian newsletters to *Playboy* and *Cosmopolitan* reviews.

MJ: We thought the game would be hot for a year and fall off, like novelties do, but Game Gallery in Carmel sells it year 'round — five to six dozen a month and more at Valentine's Day and Christmas. It's displayed in stores as a

mood, not just a box game and there are lots of referrals on this game. Last Christmas, "Dr. Ruth's Game of Good Sex" came out, and she's so well known and last year we had chosen not to advertise. Games Unlimited sold 48 of hers during the holiday and 144 of ours. We feel it's bought through word-of-mouth now.

NF: How do you develop a product future?

BJ: We've been told to hold on to the game, that it becomes a classic for people when they have a wedding or anniversary gift to buy. Through customer evaluations we found people wanted more cards and ideas for intimacy, so we will expand the amount, probably next year, as well as redesign the packaging. It sells well in Northern California, Arizona and Denver — and pockets across the country. We've been approached about international distribution and will proceed with England and Australia — we are already in Canada. The problem here is in the reworking — there is much more to do than change the language. Because of cultural differences, what would you do with a card that reads, "It may be moonlight on a beach or pizza on a rainy night. . . describe your favorite romantic memory" for people in a mountainous region of China?

FILLMORE HARDWARE

- Housewares
- Window shades
- Plumbing
- Electrical
- Paints
- Lumber
- Keys

1930 FILLMORE ST 346-5240



- ONE CALL WE HAVE IT ALL -

SILVER GLASS & MIRROR CO.

COMMERCIAL, RESIDENTIAL, INDUSTRIAL
STORE FRONTS ■ WINDOWS
NEW & REPAIRED SHOWER DOORS
GLAZING ■ SKYLIGHTS
MIRRORS CUSTOM & DESIGN
INSULATED GLASS

MON.-FRI. 7 TO 6
SAT. 9 TO 3

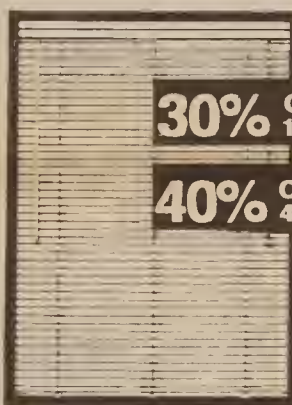
FAST SERVICE

931-3188



2176 Sutter St. Between Steiner & Pierce
SAN FRANCISCO, CA. CONTRS.LIC# 462516

SALE Levolors



30% OFF
1-3 UNITS

40% OFF
4+ UNITS

RIVIERA

The Best!

Color Scheme

2047 FILLMORE AT CALIFORNIA
SAN FRANCISCO TEL. 346-0700



*Adventures into The
Interiors of
The Past, Present
and Future.*

*Susan Howell Interiors
1900 Fillmore St. 567-3093*

Mureta's Antiques



invites you in to browse for an unusual gift this year for Christmas. Our store is full of interesting objects such as glass, china, pottery, artwork, rugs, jewelry, silver, oriental items and much more... Give a gift that will last forever-- something special from Mureta's Antiques.



G. J. Mureta's Antiques

2418 Fillmore St. (Between Washington & Jackson)
The store with the pineapple door

Open Mon - Fri 11 - 6:00, Sat - 11-5:00 415-922-5652

Pre-Holiday Antique and Furniture Sale!

20% Discount Entire Stock

Dining room sets, paintings, accent tables, chairs, rugs.

Gift giving items:

clocks, silver, crystal, porcelain, oriental items.

1/3 down holds purchases until Xmas

Sale ends December 31.

Sean's Antiques & Quality Used Furniture
2501 Irving (Corner 26th Ave.)

20 years experience in purchasing estates
Open 7 days Visa/MC Easy Parking

Call 731-2717 or 731-0758

THE MANSION

From page 9

report that was syndicated around the country.

Rhetorically, Pritikin asks, "What do you do when the hoopla starts to fade?" He created more news. "I purchased 100 American flags, commissioned a large banner to be made that said, 'Cast your fate — Vote here November 7,' ordered 200 red, white and blue doughnuts, and rented an Uncle Sam costume." The Mansion had been volunteered to San Francisco's registrar of voters as a polling place.

As she matured, The Mansion became more stately and has settled into a Fillmore neighborhood presence. Passersby may see a new coat of paint, a gurgling fountain, a new awning covered walkway. But only a small brass plate at the foot of the stairs says, yes — you are at The Mansion.

The beauty of this bed and breakfast hotelery lies in its combination of abundance and excellence mixed with quirky humor and a relaxed, homey ambience. Not a week goes by when something new has not been installed, something old has not been restored. The Josephine room, largest and more opulent in its historical French decor, has piped-in classical music, a half-canopy, queen size bed — sundeck, loveseats and an array of sherries, champagnes and fine wines. The other dozen or so rooms run up and down three floors, outfitted in Victoriana and wall-size murals depicting famous San Franciscans. The overall effect is one of almost refined beauty, but with the feeling that you are welcomed in any room, in any way, and "please relax, make yourself comfortable." The visual puns and humorous twists won't let you take any of this seriously, and that in itself is the charm.

The Mansion's dining room serves excellent continental cuisine; it is a place of romantic, lingering pleasure. Stained glass walls are lit from behind to give a colored glow, while two

large glass doors bring the garden view of twinkling white lights and outdoor sculpture into the room. This night, a four-course dinner featured entrees such as Escaped of Veal with Marsala Sauce, Filet of Beef Wellington, Fresh Blackened Pacific Swordfish and King Prawns Creole. An appetizer course might consist of chevre cheese with apricots, escargot in garlic butter, shitake mushrooms en crute or steamed artichokes. With a salad course plus desserts ranging from poached pears in burgundy to chocolate Josephine with coffee or tea, the \$30 fixed price per person becomes a culinary value.

Presiding over the dining room is Chef David Coyle, partners with Pritikin in this food service venture since 1983. "Master Chef," says Pritikin of his partner, and the menu notes Coyle's culinary history as "Personal Chef to the Duke and Duchess of Bedford." Coyle is as quiet and elegant as his partner is open and outrageous. Although Coyle downplays it, ten years of service to English royalty and their dinner parties have created a certain finesse in his preparations, and a strong command over traditional fare. "I find people really want to go back to traditional foods," he says. "I try to produce dinners that satisfy those needs."

On weekends the dining room overflows into the parlor, decked out with a roaring

fireplace, Meiser jardineer and huge bay windows. Fridays and Saturdays will find Bob Pritikin up on stage — he is touted as the "world's foremost classical sawist" (on page 101 of his book, *Christ Was an Ad Man* and on the back cover of his album, *There's a Song in My Saw*).

Coyle also caters private dinners at The Mansion or sets up in a client's home, and last year sixty-eight couples choose this bizarrely beautiful location to marry.

Pritikin has always been a neighborhood man, buying and selling at least fifteen houses in the Fillmore since 1963 — his first place was, "my nuptial house at 1907 Baker Street, bought for \$18,800 about twenty-three years ago." He moved away almost two years ago to build a well-publicized mansion on Chenery Street in the Mission. The Mansion was bought as a needed tax shelter in the early 'seventies. Built for a Senator Chambers in 1887 and now on the historical register, it was an indigent hippie house before its "Bed and Breakfast" metamorphosis.

Who will you find there now? Besides the paid guests there are rumors of ghosts and goblins. The pigs you'll have to discover for yourself.

—Kathi Wheeler

HAS BEANS

JOIN OUR
COFFEE CLUB
AND RECEIVE ONE POUND OF
FREE COFFEE
AFTER YOU BUY 10 POUNDS

AVAILABLE AT THESE LOCATIONS:
2411 CALIFORNIA STREET, 602 IRVING STREET,
1559 HOWARD STREET, SAN FRANCISCO

Introducing...



Fog City Limo

Serving The Mansion Hotel and surrounding Pacific Heights area.

Arrive in style at holiday parties, or use our service as a special holiday gift.!

for 24 hour service call

332-5373

TCP #3872-P



HELP!

The New Fillmore
needs someone to help
with advertising sales.

Can you help?

Call 931-0515.

Victoria Square Attic
is all dolled up
for Christmas!



Come in and see our
delightful assortment of
dolls, jewelry, and unusual
gifts for the holidays.

Victorian Square
Attic
1756 Fillmore
563-4276
San Francisco, Ca.

HOURS:
10:30 a.m. -
5:30 p.m.

OPEN:
MONDAY-
SUNDAY

Have an enchanted evening with *An Enchanted Evening*.



Spark love, laughter, and romance!

A magical night of intimacy and caring is yours when you play *An Enchanted Evening*.

An Enchanted Evening has the unique ability to bring couples closer together. And best of all...its great fun -- for just the two of you.

Over 100,000 games sold across the country.

Available at Browser Books and Jeffrey's Toys or by calling

800- 443-0100 ext. 194.

MORTGAGES

Apartment houses, single family, condos.

- Quick Loan Approvals
- Purchase or Refinance
- Low Rates

California Commerical Mortgage

Call Wanda Anderson at
567-5693 or 345-4477

Thinking of buying
or selling property?



Don't do *anything*
until you talk to

Laurie Nierenberg
Senior Marketing Consultant
Broker Associate
TOP PRODUCER 1985

Grubb & Ellis
1823 Union Street

922-7100



Doug Shaw

Real Estate Associate with
Colonial Realty

Specializing in:

- *residential income*
- *commerical income*

Believes the New Fillmore is
the best area in San Francisco
to invest in.

Over 12 million in property
sold in the last 18 months.

For a free appraisal call:
776-9500

Great Old Houses #8



2006 Bush, as San Francisco's official Landmark 66, tells stories of The City's early history.

The simple Greek Revival house at 2006 Bush Street seems the oldest building in the New Fillmore's circulation area. It was built some time between 1858, when the U.S. Coast Survey mapped the city with no structures there, and 1864 when the owner signed up for water service. Other candidates for oldest-in-the-neighborhood have been altered much more.

There are many signs of its comparatively great age. The triangular gable-end has no false front. The siding is wide clapboards that slant outwards, rather than the horizontally grooved rustic used 1860-1895. The hall-less floor plan is early: to reach back rooms you must walk through front rooms. Also, the ceilings are not so high as later ones. The rare porch or veranda across the front resembles those in 1850's California photos and lithographs, and in every Western film.

The Coast Survey map of 1857 shows this area as undulating, barren sand hills, the nearest trees about three blocks north. Only one road came out this far; paved with planks, it ran roughly along Bush to cemeteries at Laurel Village and Lone Mountain. The thickly built part of town didn't extend much west of Powell.

To build a two-storey family house in an area like that required a man of vision. Such was Charles Stanyan, the house's first known owner and occupant. His claim to fame was chairing the committee that organized the Outside Lands (everything west of Divisadero) into the regular gridiron street pattern, reserving Golden Gate Park. When you remember that the Park originally consisted of wind-lashed, shifting sand dunes where a blade of grass had to be tied to four stakes, yes, the men who planned it had vision!

Charles H. Stanyan was a New Hampshireman, about twenty-six years old in 1858 when his name first appeared in an SF city directory. He was senior partner in a firm of teamsters. Probably he had come to California earlier, to mine gold. He gave his occupation in 1880 as "mining." On the Board of Supervisors 1865-1869, he chaired their standing Committee on Outside Lands, serving with A. J. Shrader, Charles Clayton, Monro Ashbury and Beverly Cole. Somehow their names all became attached to streets in the Outside Lands! In *The Making of Golden Gate Park*, Raymond Clary says these five Supervisors billed the City \$10,000 each for their services, but had to make do with \$2,100. Business as usual in City Hall.

Original use of the house is puzzling. For three decades Stanyan listed his residence sometimes at 2006 Bush, but more often near Polk and Sacramento, where his voter registration remained. Could this house have been for vacations or tenants? It and its huge lot, with six houses added later, remained in the Stanyan family well over a century. Its original balustrade-encircled garden looks out from page 117 of *Here Today*, a treed and grassy time machine cleansed of sand.

— Anne Bloomfield

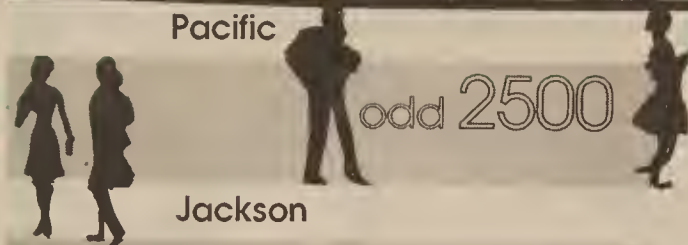
Real Estate Listing?

Advertise it in

The New Fillmore!

Call 931-0515

THE NEW FILLMORE



Pacific

Jackson

odd 2500



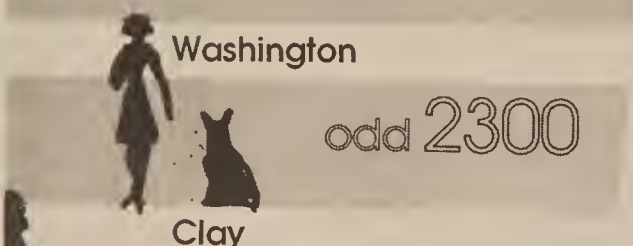
2500 even

Pacific

Jackson

2400 even

Washington



Washington

Clay

odd 2300

2300 even

Clay

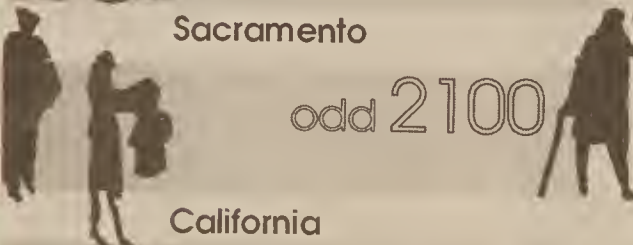


Sacramento

odd 2200

2200 even

Sacramento



California

odd 2100

2100 even

California

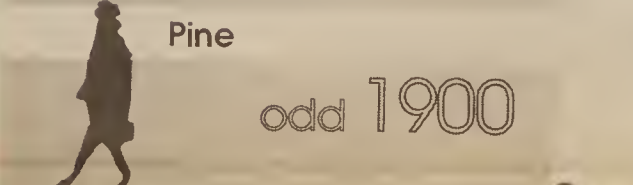


Pine

odd 1900

2000 even

Pine

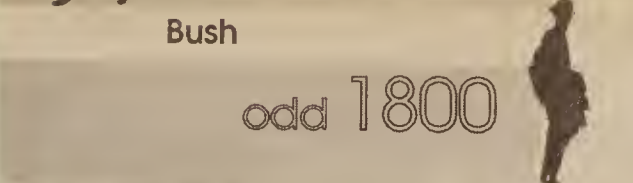


Bush

odd 1800

1900 even

Bush



Sutter

odd 1700

1800 even

Sutter



Post

Post

PARTICIPATING PACIFIC HEIGHTS AND FILLMORE MERCHANTS ASSOCIATION MEMBERS

ANTIQUES:
Glen Smith Galleries
2021 Fillmore 931-3081

AUTOMOTIVE:
Bud's Shell Service
Calif. at Steiner 567-6512
Clinton Chevron
Calif. at Steiner 931-0220

BAKERIES:
Delanghe
1890 Fillmore 923-0711

BEAUTY & HAIR CARE:
New Chicago Barber shp.
1551 Fillmore 563-9793
Hair Boutique
1803 Fillmore 922-8138
Nail Gallery
2050 Fillmore 346-1600
Westlund's Hair Studio
2291 Pine 567-4247

BOOKS:
Browser Books
2239 Fillmore 567-8027

CLEANERS/LAUNDRY:
Pine Street Laundry
2325 Pine Street
Wash Palace
2056 Fillmore 922-4093

DESSERTS:
Rolling Pin Donuts
2401 California 931-0817
Rory's Twisted Scoop
2015 Fillmore 346-3692
Sweet Inspirations
2123 Fillmore 931-2815

EXERCISE:
Pac. Heights HealthClub
2356 Pine Street 563-6694

FASHION:
Bolla
1903 Fillmore 346-3131
Company Store
1913 Fillmore 921-0365
Invision
1907 Fillmore 563-9003
Jim-Elle
2237 Fillmore 567-9500
Khyber Crossing
Fillmore at Clay 563-2933
Kozo
116 Fillmore 567-2191
Mansfield's
2323 Fillmore 931-3232
Max 25
255Q Sacramento 563-1713
Mio Inc.
2035 Fillmore 931-5620
What's Up
2512 Fillmore 563-8341

FINANCIAL INSTITUTIONS
Bank of America
2310 Fillmore 622-4213
Wells Fargo Bank
2100 Fillmore 396-2794

FLORISTS:
Gilmours:
1909 Fillmore 346-8787
Kyo's
2208 Fillmore 346-0661

GIFTS:
Victorian Square Attic
1756 Fillmore 563-4256

HEALTH CARE:
Pacific Presbyterian
Medical Center
2320 Fillmore 563-4321
Victorian Convalescent
Hospital
2121 Pine 922-5085

HOME DECORATING AND FURNISHINGS:
Color Scheme
2047 Fillmore 346-0700
Fillamento
2185 Fillmore 931-2224
LeComfort Bath Shop
2105 Fillmore 922-2929
Heartland Quilts
1801A Fillmore 931-7622

KITCHENWARE:
Rush Cutters
2505 Sacramento 922-5100

LIQUOR:
Bi-Rite Liquors:
2066 Fillmore 346-1400
Family Spirits
1761 Fillmore 567-9710
Mondaines Liquor
1758 Fillmore 346-3226

MARKETS & SPECIALTY FOODS:
Grand Central, Petrini's
Meats, Viglizzio Deli
2435 California 567-4902
Weldon's Market & Deli
1981 Sutter 563-0190
HasBeans
2411 California 563-0226

MATERNITY:
Expecting The Best
1905 Fillmore 931-1010

MEN'S CLOTHING:
Bolla
1903 Fillmore 346-3131
The Producer
2133 Fillmore 931-5000

OFFICE SUPPLIES:
Brown Bag
2000 Fillmore 922-0390

PETS:
Pets Unlimited
2343 Fillmore 563-6700

REAL ESTATE:
Keynote Properties
1801 Fillmore 563-5900

RESTAURANTS:
Alta Plaza Bar & Grill
2301 Fillmore 921-4646
Burger King
1701 Fillmore 346-1888
Chesnut Cafe
2016 Fillmore 922-6510

RESTAURANTS(Contd.)
Harry's
2020 Fillmore 921-1000
The Hillcrest
2201 Fillmore 563-8400
Jackson Fillmore
2506 Fillmore 346-5288
La Mediterranee
2210 Fillmore 921-2956
La Posada Restaurant
2298 Fillmore 922-1722
Leon's Bar-B-Que
1911 Fillmore 922-2436
May Sun Restaurant
1740 Fillmore 567-7788
Mi-Burrito
1947 Fillmore 563-3509
Pac.Heights Bar & Grill
2001 Fillmore 567-3337

THRIFT STORES:
Goodwill
2042 Fillmore 931-1750
Next To New Shop
2226 Fillmore 567-1627
Opportunity Shop
2028 Fillmore 563-9703

TRAVEL:
New Century Travel
1730 Fillmore 922-6688
Pacific Heights Travel
2211 Fillmore 931-8000
The Travel Place
2050 Fillmore 346-6788

VACUUM CLEANERS:
Clean Machines
1724 Fillmore 346-8227